

Methodological Questions of Cross-cultural Research of Paternalistic Leadership

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The lecture discusses the methodological challenges of cross-cultural research of leadership styles. As some of the Far East countries have achieved more and more significant economic success in the second half of the 20th century more and more attention has been drawn to the underlying leadership styles. Researches of this field had already been started in the late 1960's but in the literature of management science a more or less uniform picture of the paternalistic leader style only evolved in the beginning of the 1990's. This pattern of leadership style is typical of Far East cultures, and absent in western cultures in its pure form. Reviewing the research history of the paternalistic leadership one can see how the empirical work progressed from the qualitative to the quantitative research strategy. Although the issue has an apparent cultural dimension the first comprehensive cross-cultural research of the paternalistic leadership style has only begun. It is coordinated by a Chinese (Taiwanese) university, and runs in more than 20 countries. The Hungarian part of this research is being executed by the Division of Economic Psychology of the University of Szeged. The lecture presents this cross-cultural research to illustrate the methodological problems of the cross-cultural research of leadership styles.